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| Autore | Brown Stephen <1955 March 23-> |
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| Nota di contenuto | Cover; Contents; 1 The ABCs of Writing Marketing; 2 The Antinomies of Theodore Levitt; 3 The Spectres of Philip Kotler; 4 The Deconstruction of Shelby D. Hunt; 5 The Biopoetics of Wroe Alderson; 6 The Anxieties of Morris Holbrook; 7 The 3Rs of Marketing Writing; The Appendix of Stephen Brown; The Endnotes of the Exercise; Index |
| Sommario/riassunto | Marketing is a very diverse discipline, dealing with everything from the costs of globalization to the benefits of money-back guarantees. However, there is one thing that all marketing academics share: they are writers. They publish or perish - their careers are advanced, and reputations are enhanced, by the written word. |